Table 1

Types of Daily Newspaper Pages or Sections Usually Read
(Total adult readers, by sex)

	Adults	Males	Females
Usually read every page	63%	63%	62%
Read certain pages or sections	37	37	38
Business, finance	76	78	74
Classified	76	76	76
Comics	76	76	77
Editorial page	78	77	79
Entertainment	80	77	84
Food, cooking	77	71	82
General news	92	92	93
Home furnishings, gardening	74	71	78
Sports	80	88	72
TV, radio listings	76	75	78
Projected base: Average weekday audience (in 000s)	(107,753)	(52,597)	(55,156)

Source: SMRB, 1986 Study of Media & Markets

Table 2

Types of Daily Newspaper Pages or Sections Usually Read
(Adult readers, by age)

	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Year	65 Yrs & Over
Usually read every page	51%	59%	64%	63%	69%	69%
Read certain pages or sections	49	41	36	37	31	31
Business, finance	65	74	77	79	82	80
Classified	72	75	77	76	78	77
Comics	72	75	76	75	80	81
Editorial page	64	74	79	79	84	85
Entertainment	77	79	81	80	83	83
Food, cooking	63	73	78	78	83	84
General news	85	91	93	93	95	95
Home furnishings, improvement	62	72	75	75	80	81
Sports	77	78	80	80	85	81
TV, radio listings	68	73	76	76	81	83
Projected base: Average Weekday Audience (in 000s)	(14,815)	(23,480)	(20,379)	(15,323)	(16,195)	(17,560)

Source: SMRB, 1986 Study of Media & Markets

Table 3

Types of Daily Newspaper Pages or Sections Usually Read
(Male readers, by age)

	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 Yrs & Over
Usually read every page	49%	61%	65%	62%	70%	70%
Read certain pages or sections	51	39	35	38	30	30
Business, finance	66	76	81	80	85	83
Classified	69	77	77	74	79	77
Comics	69	75	75	74	81	81
Editorial page	61	74	79	77	84	85
Entertainment	71	76	77	76	81	80
Food, cooking	57	69	72	72	78	78
General news	83	90	93	92	95	96
Home furnishings, gardening	56	69	72	70	79	77
Sports	85	88	88	88	91	88
TV, radio listings	64	73	75	73	81	82
Projected base: Average weekday audience (in 000s)	(7,705)	(12,346)	(10,292)	(7,351)	(7,592)	(7,311)

Source: SMRB, 1986 Study of Media & Markets

Table 4

Types of Daily Newspaper Pages or Sections Usually Read
(Female readers, by age)

	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 Yrs & Over
Usually read every page	53%	57%	63%	64%	68%	69%
Read certain pages or sections	47	43	37	36	32	31
Business, finance	65	71	74	77	79	77
Classified	74	72	77	78	77	77
Comics	75	74	77	76	80	81
Editorial page	65	75	79	81	84	85
Entertainment	83	82	85	83	84	85
Food, cooking	69	77	83	84	87	88
General news	88	92	93	93	94	95
Home furnishings, gardening	68	75	77	80	82	84
Sports	67	68	71	72	79	76
TV, radio listings	72	74	78	78	81	84
Projected base: Average weekday audience (in 000s)	(7,111)	(11,134)	(10,087)	(7,972)	(8,603)	(10,249)

Source: SMRB, 1986 Study of Media & Markets

Table 5

Types of Daily Newspaper Pages or Sections Usually Read
(Adult readers, by education)

	College Graduate	1-3 Yrs College	High School Graduate	Some High School or Less
Usually read every page	62%	61%	64%	62%
Read certain pages or sections	38	39	36	38
Business, finance	83	76	75	72
Classified	73	75	77	76
Comics	75	76	78	76
Editorial page	81	76	78	74
Entertainment	82	80	82	77
Food, cooking	76	74	79	76
General news	95	93	92	89
Home furnishings, gardening	74	72	76	72
Sports	81	79	80	79
TV, radio listings	75	74	78	76
Projected base: Average weekday audience (in 000s)	(22,494)	(21,018)	(43,530)	(20,711)

Source: SMRB, 1986 Study of Media & Markets

Table 6

Types of Daily Newspaper Pages or Sections Usually Read
(Male readers, by education)

	College Graduate	1-3 Yrs College	High School Graduate	Some High School or Less
Usually read every page	63%	62%	64%	61%
Read certain pages or sections	37	38	36	39
Business, finance	86	79	75	72
Classified	74	76	77	75
Comics	75	75	77	73
Editorial page	81	75	76	72
Entertainment	78	76	78	73
Food, cooking	72	70	72	69
General news	95	92	91	88
Home furnishings, gardening	72	69	72	68
Sports	88	87	90	86
TV, radio listings	74	72	77	73
Projected base: Average weekday audience (in 000s)	(13,145)	(10,469)	(19,430)	(9,553)

Source: SMRB, 1986 Study of Media & Markets

Table 7

Types of Daily Newspaper Pages or Sections Usually Read
(Female readers, by education)

	College Graduate	1-3 Yrs College	High School Graduate	Some High School or Less
Usually read every page	59%	60%	64%	60%
Read certain pages or sections	41	40	36	36
Business, finance	77	73	74	71
Classified	72	75	77	78
Comics	75	77	78	80
Editorial page	82	77	79	80
Entertainment	86	83	85	76
Food, cooking	82	79	84	82
General news	94	93	93	95
Home furnishings, gardening	78	76	80	79
Sports	72	70	73	74
TV, radio listings	78	75	80	78
Projected base: Average weekday audience (in 000s)	(9,349)	(10,550)	(24,100)	(11,255)

Source: SMRB, 1986 Study of Media & Markets

Table 8

Types of Daily Newspaper Pages or Sections Usually Read
(Adult readers, by household income)

	$50,000 & Over	$40,000 & Over	$30,000 & Over	$20,000- $29,999	Under $20,000
Usually read every page	62%	62%	62%	63%	63%
Read certain pages or sections	38	38	38	37	37
Business, finance	82	80	78	75	73
Classified	75	75	75	76	76
Comics	74	74	75	76	78
Editorial page	79	78	78	78	77
Entertainment	81	81	81	80	80
Food, cooking	75	75	76	77	77
General news	93	93	93	93	90
Home furnishings, gardening	74	73	74	75	75
Sports	80	81	81	79	79
TV, radio listings	74	75	75	77	78
Projected base: Average weekday audience (in 000s)	(18,351)	(32,306)	(50,839)	(23,086)	(33,828)

Source: SMRB, 1986 Study of Media & Markets

Table 9

Types of Daily Newspaper Pages or Sections Usually Read
(Male readers, by household income)

	$50,000 & Over	$40,000 & Over	$30,000 & Over	$20,000-$29,999	Under $20,000
Usually read every page	62%	62%	62%	64%	64%
Read certain pages or sections	38	38	38	36	36
Business, finance	86	83	81	77	74
Classified	75	75	75	77	77
Comics	73	73	74	77	78
Editorial page	78	77	77	77	76
Entertainment	76	76	77	78	76
Food, cooking	70	70	70	73	71
General news	92	92	92	93	90
Home furnishings, gardening	69	69	69	73	71
Sports	88	88	88	88	88
TV, radio listings	73	72	73	76	77
Projected base: Average weekday audience (in 000s)	(10,433)	(17,846)	(26,823)	(11,548)	(14,227)

Source: SMRB, 1986 Study of Media & Markets

Table 10

Types of Daily Newspaper Pages or Sections Usually Read
(Female readers, by household income)

	$50,000 & Over	$40,000 & Over	$30,000 & Over	$20,000-$29,999	Under $20,000
Usually read every page	62%	62%	62%	61%	63%
Read certain pages or sections	38	38	38	39	37
Business, finance	77	77	75	73	72
Classified	75	75	75	76	76
Comics	77	77	76	76	79
Editorial page	80	80	80	79	78
Entertainment	87	86	85	83	82
Food, cooking	82	82	82	82	82
General news	94	95	94	93	91
Home furnishings, gardening	80	79	79	77	77
Sports	70	73	72	70	73
TV, radio listings	77	78	78	78	79
Projected base: Average weekday audience (in 000s)	(7,919)	(14,820)	(24,017)	(11,538)	(19,601)

Source: SMRB, 1986 Study of Media & Markets

Table 11

Types of Daily Newspaper Pages or Sections Usually Read
(Adult readers, by employment status)

	Total Employed	Full Time	Part Time	Not Employed
Usually read every page	61%	61%	63%	65%
Read certain pages or sections	39	39	37	35
Business, finance	76	76	74	77
Classified	75	75	76	77
Comics	75	75	77	79
Editorial page	76	76	76	80
Entertainment	79	79	82	82
Food, cooking	74	74	76	81
General news	92	92	92	93
Home furnishings, gardening	73	72	75	77
Sports	80	80	78	80
TV, radio listings	75	74	76	79
Projected base: Average weekday audience (in 000s)	(68,088)	(59,757)	(8,331)	(39,665)

Source: SMRB, 1986 Study of Media & Markets

Table 12

Types of Daily Newspaper Pages or Sections Usually Read
(Male readers, by employment status)

	Employed[a]	Not Employed
Usually read every page	62%	65%
Read certain pages or sections	37	32
Business, finance	78	78
Classified	75	77
Comics	75	77
Editorial page	76	78
Entertainment	77	78
Food, cooking	70	73
General news	92	92
Home furnishings, gardening	70	72
Sports	88	88
TV, radio listings	74	77
Projected base: Average weekday audience (in 000s)	(38,086)	(14,511)

Source: SMRB, 1986 Study of Media & Markets

a) "Full time" and "part time" breaks excluded because of small base for part-time workers.

Table 13

Types of Daily Newspaper Pages or Sections Usually Read
(Female readers, by employment status)

	Total Employed	Full Time	Part Time	Not Employed
Usually read every page	60%	59%	65%	66%
Read certain pages or sections	40	41	35	34
Business, finance	73	72	75	76
Classified	75	74	78	77
Comics	75	75	79	80
Editorial page	76	76	79	82
Entertainment	83	82	86	85
Food, cooking	79	78	82	85
General news	92	92	94	93
Home furnishings, gardening	76	75	79	80
Sports	70	68	75	75
TV, radio listings	76	75	79	81
Projected base: Average weekday audience (in 000s)	(30,002)	(24,069)	(5,932)	(25,154)

Source: SMRB, 1986 Study of Media & Markets

Table 14

Types of Daily Newspaper Pages or Sections Usually Read
(Adult readers, by occupation)

	Professional, Manager	Technical, Clerical, Sales	Precision, Craft	Other Employed
Usually read every page	62%	59%	62%	61%
Read certain pages or sections	38	41	38	39
Business, finance	83	74	74	71
Classified	73	74	78	77
Comics	75	75	77	75
Editorial page	81	75	76	72
Entertainment	80	81	77	77
Food, cooking	76	75	72	72
General news	94	92	90	90
Home furnishings, gardening	74	73	72	70
Sports	81	76	87	82
TV, radio listings	75	74	75	74
Projected base: Average weekday audience (in 000s)	(19,942)	(22,576)	(8,378)	(17,192)

Source: SMRB, 1986 Study of Media & Markets

Table 15

Types of Daily Newspaper Pages or Sections Usually Read
(Male readers, by occupation)

	Professional, Manager	Technical, Clerical Sales	Precision, Craft	Other Employed
Usually read every page	65%	60%	61%	61%
Read certain pages or sections	35	40	39	39
Business, finance	87	78	74	71
Classified	75	73	77	75
Comics	74	75	76	75
Editorial page	81	75	75	72
Entertainment	78	76	77	75
Food, cooking	73	68	70	69
General news	94	91	90	89
Home furnishings, gardening	72	69	71	68
Sports	87	88	89	89
TV, radio listings	74	72	75	73
Projected base: Average weekday audience (in 000s)	(11,825)	(8,676)	(7,126)	(10,459)

Source: SMRB, 1986 Study of Media & Markets

Table 16

Types of Daily Newspaper Pages or Sections Usually Read
(Female readers, by occupation)

	Professional, Manager	Technical, Clerical, Sales	Other Employed
Usually read every page	59%	59%	61%
Read certain pages or sections	41	41	39
Business, finance	76	72	71
Classified	71	75	79
Comics	75	75	77
Editorial page	80	75	74
Entertainment	84	84	79
Food, cooking	80	79	77
General news	94	92	91
Home furnishings, gardening	77	76	74
Sports	72	68	70
TV, radio listings	76	76	76
Projected base: Average weekday audience (in 000s)	(8,116)	(13,900)	(7,986)

Source: SMRB, 1986 Study of Media & Markets

Table 17

Types of Daily Newspaper Pages or Sections Usually Read
(Adult readers, by marital status)

	Single	Married	Widowed, Divorced, Separated
Usually read every page	55%	64%	66%
Read certain pages or sections	45	36	34
Business, finance	70	78	77
Classified	72	76	78
Comics	73	76	80
Editorial page	69	79	81
Entertainment	79	80	83
Food, cooking	68	78	81
General news	88	93	92
Home furnishings, gardening	66	76	78
Sports	79	81	78
TV, radio listings	71	77	80
Projected base: Average weekday audience (in 000s)	(21,611)	(68,108)	(18,034)

Source: SMRB, 1986 Study of Media & Markets

Table 18

Types of Daily Newspaper Pages or Sections Usually Read
(Male readers, by marital status)

	Single	Married	Widowed, Divorced, Separated
Usually read every page	55%	65%	66%
Read certain pages or sections	45	35	34
Business, finance	71	81	78
Classified	72	76	78
Comics	72	76	79
Editorial page	68	79	80
Entertainment	75	77	80
Food, cooking	64	73	74
General news	87	93	91
Home furnishings, gardening	63	73	74
Sports	87	89	89
TV, radio listings	69	76	78
Projected base: Average weekday audience (in 000s)	(12,211)	(35,279)	(5,108)

Source: SMRB, 1986 Study of Media & Markets

Table 19

Types of Daily Newspaper Pages or Sections Usually Read
(Female readers, by marital status)

	Single	Married	Widowed, Divorced, Separated
Usually read every page	54%	63%	66%
Read certain pages or sections	46	37	34
Business, finance	67	75	77
Classified	73	75	78
Comics	75	77	80
Editorial page	70	80	82
Entertainment	83	84	84
Food, cooking	72	84	83
General news	89	93	93
Home furnishings, gardening	70	79	79
Sports	69	72	74
TV, radio listings	73	78	81
Projected base: Average weekday audience (in 000s)	(9,400)	(32,829)	(12,926)

Source: SMRB, 1986 Study of Media & Markets

Table 20

Types of Daily Newspaper Pages or Sections Usually Read
(Adult readers, by number of people in household)

	One	Two	Three-Four	Five or More
Usually read every page	66%	65%	60%	62%
Read certain pages or sections	34	35	40	38
Business, finance	78	78	74	74
Classified	77	76	75	76
Comics	81	78	75	76
Editorial page	83	80	75	75
Entertainment	84	81	80	78
Food, cooking	81	79	74	75
General news	94	94	91	91
Home furnishings, gardening	79	77	72	72
Sports	80	80	79	81
TV, radio listings	81	78	74	75
Projected base: Average weekday audience (in 000s)	(11,986)	(34,839)	(44,067)	(16,861)

Source: SMRB, 1986 Study of Media & Markets

Table 21

Types of Daily Newspaper Pages or Sections Usually Read
(Male readers, by number of people in household)

	One	Two	Three-Four	Five or More
Usually read every page	66%	66%	60%	62%
Read certain pages or sections	34	34	40	38
Business, finance	80	82	76	77
Classified	77	77	74	76
Comics	79	78	73	75
Editorial page	81	79	76	75
Entertainment	81	79	76	75
Food, cooking	75	74	68	69
General news	93	93	90	91
Home furnishings, gardening	75	73	68	68
Sports	88	88	88	90
TV, radio listings	80	77	72	73
Projected base: Average weekday audience (in 000s)	(4,387)	(17,263)	(22,150)	(8,797)

Source: SMRB, 1986 Study of Media & Markets

Table 22

Types of Daily Newspaper Pages or Sections Usually Read
(Female readers, by number of people in household)

	One	Two	Three-Four	Five or More
Usually read every page	66%	64%	60%	62%
Read certain pages or sections	34	36	40	38
Business, finance	78	75	72	72
Classified	77	75	76	75
Comics	82	77	76	77
Editorial page	84	80	77	76
Entertainment	85	84	84	81
Food, cooking	85	83	80	81
General news	94	94	92	92
Home furnishings, gardening	82	80	76	76
Sports	76	73	70	72
TV, radio listings	82	79	76	76
Projected base: Average weekday audience (in 000s)	(7,599)	(17,576)	(21,918)	(8,063)

Source: SMRB, 1986 Study of Media & Markets

Table 23

Types of Daily Newspaper Pages or Sections Usually Read
(Adult readers, by locality type)

	Central City	Metro-Suburban	Non-Metropolitan
Usually read every page	60%	63%	66%
Read certain pages or sections	40	37	34
Business, finance	74	78	75
Classified	73	76	79
Comics	77	75	79
Editorial page	78	77	78
Entertainment	81	80	79
Food, cooking	76	77	77
General news	91	93	93
Home furnishings, gardening	73	74	75
Sports	80	80	81
TV, radio listings	76	76	78
Projected base: Average weekday audience (in 000s)	(33,533)	(52,431)	(21,790)

Source: SMRB, 1986 Study of Media & Markets

Table 24

Types of Daily Newspaper Pages or Sections Usually Read
(Male readers, by locality type)

	Central City	Metro-Suburban	Non-Metropolitan
Usually read every page[a]	59%	64%	66%
Read certain pages or sections	41	36	34
Business, finance	77	80	76
Classified	73	76	79
Comics	76	75	77
Editorial page	78	76	75
Entertainment	78	77	74
Food, cooking	71	72	70
General news	92	92	91
Home furnishings, gardening	70	71	70
Sports	88	88	89
TV, radio listings	75	74	75
Projected base: Average weekday audience (in 000s)	(16,189)	(26,034)	(10,375)

Source: SMRB, 1986 Study of Media & Markets

a) See final paragraph of "Introductory Note".

Table 25

Types of Daily Newspaper Pages or Sections Usually Read
(Female readers, by locality type)

	Central City	Metro-Suburban	Non-Metropolitan
Usually read every page	60%	62%	66%
Read certain pages or sections	40	38	34
Business, finance	72	75	75
Classified	74	75	79
Comics	78	76	80
Editorial page	78	79	80
Entertainment	84	84	84
Food, cooking	81	82	84
General news	91	93	94
Home furnishings, gardening	76	78	80
Sports	72	71	74
TV, radio listings	77	78	80
Projected base: Average weekday audience (in 000s)	(17,344)	(26,397)	(11,415)

Source: SMRB, 1986 Study of Media & Markets

Table 26

Types of Daily Newspaper Pages or Sections Usually Read
(Adult readers, by census region)

	Northeast	Midwest	South	West
Usually read every page	73%	66%	54%	58%
Read certain pages or sections	27	34	46	42
Business, finance	81	77	75	71
Classified	80	77	75	69
Comics	86	78	69	73
Editorial page	88	78	72	72
Entertainment	89	80	77	74
Food, cooking	88	76	73	68
General news	94	93	90	93
Home furnishings, gardening	86	76	68	66
Sports	88	81	76	75
TV, radio listings	87	77	70	70
Projected base: Average weekday audience (in 000s)	(27,113)	(28,096)	(33,716)	(18,828)

Source: SMRB, 1986 Study of Media & Markets

Table 27

Types of Daily Newspaper Pages or Sections Usually Read
(Male readers, by census region)

	Northeast	North Central	South	West
Usually read every page	74%	66%	54%	58%
Read certain pages or sections	26	34	46	42
Business, finance	82	80	77	73
Classified	80	77	74	71
Comics	87	78	67	72
Editorial page	89	77	70	70
Entertainment	89	76	72	71
Food, cooking	85	70	65	64
General news	95	92	88	92
Home furnishings, gardening	85	71	63	63
Sports	93	89	86	84
TV, radio listings	87	76	67	68
Projected base: Average weekday audience (in 000s)	(12,959)	(13,999)	(16,284)	(9,356)

Source: SMRB, 1986 Study of Media & Markets

Table 28

Types of Daily Newspaper Pages or Sections Usually Read
(Female readers, by Census region)

	Northeast	North Central	South	West
Usually read every page	73%	65%	54%	57%
Read certain pages or sections	27	35	46	43
Business, finance	79	74	72	69
Classified	80	77	76	67
Comics	85	79	72	74
Editorial page	87	79	74	73
Entertainment	90	85	81	78
Food, cooking	90	82	80	73
General news	94	94	91	93
Home furnishings, gardening	88	80	73	69
Sports	83	73	66	66
TV, radio listings	87	79	73	72
Projected base: Average weekday audience (in 000s)	(14,154)	(14,098)	(17,432)	(9,472)

Source: SMRB, 1986 Study of Media & Markets

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Newspapers & Nondailies

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NEWSPAPERS AND NONDAILIES

This is one of a series of marketing research reports prepared by the Newspaper Advertising Bureau, Inc. as a service to the newspaper business and its advertisers.

The study was directed and the report written by Nicolas A. Bloom and Albert E. Gollin of the Research Department with the collaboration of Tom Fitzpatrick of the Marketing Services Department at NAB.

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November 1986

INTRODUCTION

Daily and Sunday newspapers face a great variety of local print competitors in their market areas. These can include shoppers, penny-savers, free "neighborhood" papers, weekly TV listings, free automotive listings, apartment/real estate listings, buying guides or "traders," and paid weeklies. Some of the latter are actually made freely available in parts of their distribution zones. Given their hybrid forms and varied publishing frequencies, they can best be termed "nondailies."

The purpose of this study of nondailies and daily newspapers in four markets is to update and enlarge the scope of an earlier (1978) four-market study of the readership of paid weekly newspapers and free weeklies (shoppers, pennysavers, etc.), and to compare the perceived benefits of free weeklies with daily papers as sources of local shopping information and news.

Four markets were selected, according to the following criteria:

- one market from each Census region;
- one market each with 20,000-30,000, 40,000-60,000, 80,000-100,000, and 100,000+ daily circulation;
- substantial competition from free weekly paper(s); and
- publication of a TMC product.

Market I was a southern paper with a daily circulation of 90,000; Market II was a northeastern paper with a daily circulation just over 100,000; Market III was a western paper with a daily circulation of 30,000; and Market IV was a midwestern paper with a daily circulation of 40,000.

Interviews were conducted in each market with a random-digit-dial telephone sample of 200 adults (age 18+). Equal numbers of male and female respondents, randomly selected from among adults in the household, were interviewed each day. Interviewing was limited to each daily newspaper's home county, the county in which it is published. The field work was done by MORI Inc. of Minneapolis, MN from Tuesday, June 3 to Saturday, June 7, 1986. (Further details of the conduct of this study are contained in the Technical Appendix.)

A set of benchmarks or estimates of the seven-day reach of daily and Sunday newspapers and of free weeklies were obtained from the Roper Organization's June 1986 "Roper Reports" omnibus survey. Field work for this survey was conducted during the period in which the field work was done in the four local markets. The sample for the national survey consisted of 1,994 respondents who were interviewed face-to-face at home, Saturday, May 31 - Saturday, June 7, 1986.

CONTENTS

	Page
INTRODUCTION	iii
LIST OF TABLES	vii
HIGHLIGHTS	ix
SECTION ONE - READERSHIP AND HOME DELIVERY OF LOCAL PRINT MEDIA	1
Yesterday Readership of a Daily Newspaper	1
Frequent Readership of the Local Daily Newspaper	3
Past Week Readership	3
Who Reads Dailies and Free Weekly Papers?	7
Competition From Free Weeklies	9
Home Delivery	10
Traders	14
SECTION TWO - FREE WEEKLIES: USES AND GRATIFICATIONS	17
SECTION THREE - ATTITUDES TOWARD DAILY NEWSPAPERS AND FREE WEEKLIES	21
Strengths and Weaknesses of Local Daily Newspapers	21
Weekly Grocery Expenditures and Attitudes Toward Local Print Media	25
Conclusions	28
SECTION FOUR - THE NATIONAL REACH OF DAILIES AND NONDAILIES	31
APPENDIX TABLES	39
TECHNICAL APPENDIX	49
QUESTIONNAIRE	53

LIST OF TABLES

		Page
1.1	Yesterday Readership of a Local Daily Newspaper Among Demographic groups	2
1.2	Frequent Readership of a Local Daily Newspaper Among Demographic Groups	4
1.3	Past Week Readership of Local Print Media	5
1.4	Duplicated Readership Between Local Dailies And Free Weeklies	7
1.5	Past Week Readership of Local Print Media Among Demographic Groups	8
1.6	Structure of Free Weeklies' Competition With Daily Newspapers	9
1.7	Home Delivery of Local Papers	11
1.8	Home Delivery of Local Print Media Among Demographic Groups	12
1.9	Buying Guides/"Traders"	15
1.10	Past Month Use of Buying Guides/Traders Among Demographic Groups	16
2.1	Found Something Useful or Interesting in Free Weekly Read	17
2.2	Uses and Gratifications of Free Weekly Read	19
3.1	Comparative Ratings of Daily Newspapers and Free Weeklies: Four Market Totals	22
3.2	Ratings of Local Daily Newspaper vs. Free Weeklies .	24
3.3	Readership of Local Daily and Free Weeklies By Weekly Grocery Expenditure	26
3.4	Use of Free Weeklies by Grocery Expenditure	28

		Page
4.1	Past Week Reach: Daily Newspapers and Free Weeklies .	32
4.2	Duplicated Readership Between Daily Newspapers and Free Weeklies	32
4.3	Past Week Reach of Daily or Sunday Newspapers	33
4.4	Past Week Readership Among Demographic Groups	34
4.5	Past Week Reach by Population Size	36
A.1	Respondent Bases	39
A.2	Profiles of Local Print Media Readership: Four Market Totals	41
A.3	Profiles of Home Delivery of Local Print Media: Four Market Totals	42
A.4	Comparative Ratings of Daily Newspapers and Free Weeklies: Market I	43
A.5	Comparative Ratings of Daily Newspapers and Free Weeklies: Market II	44
A.6	Comparative Ratings of Daily Newspapers and Free Weeklies: Market III	45
A.7	Comparative Ratings of Daily Newspapers and Free Weeklies: Market IV	46

HIGHLIGHTS

Four markets were selected to study competition from nondailies, according to several criteria: varying market size and daily circulation, publication of a TMC product, and strong competition from free weeklies.

1. Across the four markets surveyed, past week's readership of the local daily newspaper was 80 percent and that of free weeklies was 57 percent. Across these markets, four-fifths (81%) of those who read a free weekly also read an edition of the local daily newspaper in the past week.

2. While 66 percent of all adults got home delivery of a free weekly, the corresponding four-market averages for both the local daily newspaper (59%) and the Sunday paper (60%) were slightly lower.

3. Across the four-market sample, the daily newspaper's readership consists disproportionately of upper-income ($35,000 and over), older (55 or older), college graduates, and long-term (10 or more years) residents of their areas. Adults who read free weeklies but not a daily newspaper (the non-overlapping audience) tended to be younger (18-34 years old) and to have more moderate incomes.

4. Two-fifths (44%) of all adults in the four markets have read or looked into a shopping guide ("trader") at some time. However, past week's readership is only 10 percent; an additional 12 percent saw one in the past month but longer ago than one week. People with household incomes of $35,000 and over are particularly likely to have read or looked into a "trader" in the past month.

5. Four-fifths (82%) of the readers of free shoppers or pennysavers in the four markets found something interesting or useful in them. The primary interest was their advertising (81%)--principally help-wanted ads (24%), grocery store ads (21%), and other types of advertising (17%). There were substantial market-to-market variations in the perceived usefulness of the advertising in free weeklies.

6. Daily newspapers' ratings (vs. those for free weeklies) are strongest for community news, news from outside the local community, and help-wanted ads. Their ratings are also quite strong for automobile ads, usefulness for food shopping (except in one market), and information on local stores and services. Daily newspapers' ratings as a source of shopping information for clothing items are significantly higher than they are for other products.

7. Daily newspapers face the strongest competition from free weeklies for advertising by "local neighborhood" stores and services as well as classified ads for housing and automobiles.

8. Results from a large national sample survey showed that 83 percent of American adults read at least one issue of a daily newspaper during a specified seven-day period. During that same period, 57 percent of the adults read a free weekly paper. Eight out of nine (88%) readers of a free weekly <u>also</u> read at least one edition of a daily newspaper in the past week.

SECTION ONE. READERSHIP AND HOME DELIVERY OF LOCAL PRINT MEDIA

Yesterday Readership of a Daily Newspaper*

Three-fifths (60%) of adults across the four markets read a local daily newspaper yesterday (see Table 1.1). A total of one-ninth (11%) of adults across the four markets read some other daily newspaper yesterday. Among the papers cited were USA Today (4%), The Wall Street Journal (3%), and The New York Times (1%). (Five percent of respondents read another non-local daily newspaper yesterday.) As most of the yesterday readers of other daily papers also read the local daily newspaper, the net yesterday readership of any daily paper was 62 percent.

People who are older (55+), upper-income ($35,000+), have lived in the area for at least ten years, males, and college graduates were all more likely than their counterparts to have read a local daily newspaper yesterday. Variations in readership across the four markets surveyed were substantial, however, both overall (55%-68%) and among demographic groups in the four sampled counties.

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* The number of respondents in various demographic groups in each of the four markets is shown in Appendix Table A.1.